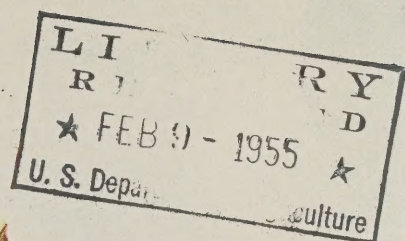


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Earle Dilatush
Holly Farm
Robbinsville, N.J.



CAN I GROW HOLLY?

The answer is encouraging. American Holly is very hardy and will grow most anywhere in the United States. Generally speaking, Holly will do best wherever human beings find it good to live. Deserts, high cold mountains, dry windswept plains, far northern woods . . . these places are hard on man and Holly alike.

WHAT KIND OF HOLLY SHOULD I BUY?

Buy named varieties of Holly for they are best. Avoid unnamed Hollies or Hollies grown from seed for they may never berry or may take years to berry. Named variety Hollies berry early and are as much better than seedling Holly as Delicious variety apples are better than wild apples.

The varieties listed in this booklet were all originated here at the Holly Farm and each variety is equally hardy. All have survived temperatures to twenty below zero, winds of eighty miles per hour and innumerable sleet and snow storms. Our Hollies are ideal for the colder climates of the great population centers of the northeast and midwest and will of course do well in warmer places.

HOLLIES ARE MALE AND FEMALE

Only the female bears berries. The male does not have berries. The female Holly will not bear berries unless there is a male Holly somewhere around.

HOW TO IDENTIFY THE SEX OF HOLLY

Varieties of Holly are one sex to the variety only . . . and are sex guaranteed. Thus if the variety name is known, the sex is automatically identified.

Where variety names are lost or where seedlings or unnamed Hollies are owned, it is often desirable to identify sex. Folks who now own only one Holly may perhaps identify the sex, buy a mate, and the following year be blessed with a delightful berry crop.

The only positive way to identify the sex of Holly is to study the tiny whitish-petaled flowers at blossom time in the spring. (**May**—in this area). The female flower has a green center that looks like a small green berry. The male flower center is somewhat fluffy and is yellow with pollen dust.

ABOUT BEES AND HOW POLLENATION IS ACCOMPLISHED

Bees carry the male pollen to the waiting female flower. At Holly-blossom-time the bees become yellow with pollen dust as they work among the male Hollies. This pollen is brushed against the female Holly flowers as the bees seek nectar, thus accomplishing pollination. Truly, nature is remarkable.

Do not worry about having bees, incidentally, for there are bees and more bees, wild and tame . . . more than enough to go around.

WHERE TO PLANT A HOLLY

Location—Hollies can be grown in most any kind of well drained soil if Oak Leafmold is used around the roots when planting.

Hollies prefer full sunlight and bear maximum berry crops in sunny places. Part shade enhances the leaves but may decrease the number of berries. Heavy shade stops berrying and causes the tree to become straggly.

Hollies should not be planted within twenty feet of large trees, particularly maples, as big tree roots draw water and food away from the Holly.

In very cold climates, Hollies should be planted in "out of the wind" locations, for frozen Holly leaves are so stiff and sticky that they scratch and stab each other as they lash about in heavy winds.

HOW TO CARE FOR YOUR HOLLY TREES

Water—Hollies can hardly be watered too much if they are planted in well drained locations. Hollies like to be watered with lots and lots of water once every week or ten days all thru the late spring, summer and early autumn. Millions of Hollies do not get this fortunate treatment but those folks who water well have just about the loveliest and greenest Hollies imaginable. Hollies should freeze with their roots moist, therefore should be watered just before freezing weather and occasionally during that rare winter when a mild dry spell occurs.

Fertilizer—Hollies keep their leaves for two years, dropping the oldest leaves when the new leaves come out each spring. Hollies often hold their berries for more than a year unless the birds eat them during the hungry days of late winter. How different this is from most trees that we know . . . many drop their leaves after having them only for a few months, most all drop their fruit as soon as it is ripe. Hollies thus "work harder" than most trees and need more to eat over longer periods of the year. Organic mulches suit Hollies well as with each rain or each watering, the juices go down to feed the roots of the Holly.

We plant our Hollies in Oak Leafmold and use tobacco stem mulch on top of the leafmold. Tobacco stem mulch need be applied only once each year, either in the autumn, winter or early spring. Using the branch spread as a guide, a half-inch to an inch of tobacco stem mulch is applied in the form of a blanket under the entire branch spread. The branch area of the tree therefore automatically determines the amount to use.

The sign of an underfed Holly is unattractive dull green or yellow green foliage.

HOLLY VARIETIES (*Ilex Opaca*)

OLD HEAVY BERRY (Female)

Everyone loves Old Heavy Berry for its brightness . . . brightness of red berries shining against some of the darkest green leaves to be found on any Holly variety. And berries . . . that's why we call it Old Heavy Berry, for the clustered berries are so heavy that they weigh down the limbs with bounty.

Old Heavy Berry is one of the steadiest berrying of all the Hollies. Mature specimens have gone as long as two decades without missing a crop. Quite rapid growing, too, with six to twelve inches per year being expected in this area. Popular as a Holly orchard tree and unexcelled as a specimen on the lawn or most anywhere about the yard. Should be pruned to shape each year.

Old Heavy Berry is featured in color on the front jacket cover and in color on an inside plate of the book on "Hollies" . . . by H. Harold Hume (MacMillan) at your local bookstore. We grow about 15,000 per year.

CARDINAL (Female) (Improved Strain)

Cardinal is perhaps the nation's most advertised Holly variety. People often buy it just because they have heard or seen the name. Actually, Cardinal is one of our slower growing varieties, one to four inches per year being usual. Obviously, Cardinal is not the right Holly for those who wish a large specimen quickly but it is a wonderful Holly in the foundation planting or in a small yard . . . for every home "has room" for the beauty of Cardinal. As it grows slowly, Cardinal may be planted near or beside the window to delight the eye of the house-bound.

Cardinal becomes bushy when young and shapes up without pruning; usually acquires a pyramidal form, tho it may be sheared to most any shape desired. Makes a very beautiful hedge. Cardinal berries quite regularly tho occasionally will miss a year. Birds love to nest in Cardinal because it is so densely armored with stickery green leaves. Named for the Cardinal bird because of the bright red berries. We grow about 10,000 per year.

7 DILATUSH'S SPREADING HOLLY (Female) *opaca*

The only American Holly we know of that will not grow upright. Like a pfitzer juniper, the Spreading Holly grows rapidly in a much broader than tall manner. Here at last is a graceful Holly that may be planted under picture windows, on either side of the steps and in so many places where a low spreading Holly would be lovely. It is a poor berrying tree, but perhaps you will forgive it that fault. Not available until Fall, 1956.

CANARY (Female)

This Holly has bright yellow berries, like tiny Canary birds sitting amongst the green leaves. Habit of growth; informally bushy. Speed of growth; four to ten inches per year in this area. Berries quite steadily, rarely missing more than one year out of any given five-year period. Particularly lovely in partial shade or planted next to red berried types.

MERRY CHRISTMAS (Female)

Everyone seems to like the name of "Merry Christmas." With bright green leaves and bright red berries, our "Merry Christmas" Holly has been a favorite of all.

"Merry Christmas" is a steady berrying tree with rarely a year without berries. A strong growing tree, too, with six to twelve inches per year being expected in this area. Excellent as a lawn specimen and for Holly orchards . . . a good all around Holly. Sold out until Fall, 1956.

BIG RED (Female)

A variety much like "Merry Christmas" in description, with intense dark green leaves and unusually bright red berries. For the past eight years we have had four "Big Red" Hollies planted out in the field where we sell specimen Hollies. They are so bright and pretty that everyone seems to walk up to them and be disappointed when the price tag says "Not for Sale . . . a variety of the future." Available Fall, 1956, in quantity, very few before.

OLD LEATHERLEAF MALE HIGHWAY MALE

These are suitable for pollination of any of the female Hollies listed. They are steady pollen bearers and have tough dark green leaves that are very attractive. Medium speed of growth (three to eight inches per year in this area) and a nice bushy habit. Considered by many growers the two best male varieties on the market.

OTHER VARIETIES

There are many. Several of the lovely varieties that we listed in past catalogs are sold ahead to nurserymen and Holly orchardists who have ordered more than we can grow for several years. We also stock more than a dozen old reliable varieties that are not listed herein because we have only a few hundred of each, or less. Thus it is quite possible that should we be out of the size you wish in the varieties listed herein, we might be able to furnish the size in a variety not listed. However, we would write first to ask if it was all right. We do not substitute without consulting the customer.

HOW TO PLANT A HOLLY TREE

Potted Hollies—Remove the pot, taking care not to disturb the root ball. Dig a hole about a foot and a half across and a foot deep. Fill this hole with Oak Leafmold, then plant the little Holly so that the top of the little root ball is about an inch below the surface of the leafmold. Water well and add more leafmold where it settles. Mulch with tobacco stems.

Wire Basketed Hollies—May be planted without removing the basket. This is good in that the roots of the Holly are not disturbed at all . . . the Holly hardly knows that it has been moved. Dig a hole about twice the diameter of the basket and one and one-half times the depth of the basket. Throw Oak Leafmold into the bottom of the hole and set the basket in to a depth that causes the top wire of the basket to be level with the surrounding earth. Then Oak Leafmold should be added to fill the hole all around the basket and an inch over the basket as a top mulch. Water well and add leafmold where it settles. Mulch with tobacco stems. The dirt from the hole may be used to make a "ring" around the perimeter of the hole to hold the water in during future waterings.

Balled and Burlapped Hollies—The burlap need not be removed as it does absolutely no harm to a Holly planted in Oak Leafmold. The common practice of removing or cutting the burlap often harms a Holly as it disturbs the roots. A hole should be dug approximately two and one-half times the diameter of the ball and one and one-half times the depth of the ball. Good topsoil may be thrown back into the hole to a depth that will allow the ball to sit in the hole with the top of the burlap level with the surrounding earth. More topsoil may then be thrown in to steady the bottom of the ball and then the remainder of the hole filled with Oak Leafmold up to and covering the top of the ball about an inch. Water well and add leafmold where it settles. Mulch with tobacco stems. The dirt from the hole may be used to make a "ring" around the perimeter of the hole to hold the water in during future waterings.

Unpacking Thoughts—Polyethylene film, kraft paper, newspaper, and all types of packing should be removed from the roots of the tree before planting. Potted trees should have packing and pot removed down to the earth ball before planting. Basketed trees should have all packing removed down to the wire basket itself before planting. Burlapped trees should be inspected to see that there are not several layers of burlap or paper, and all wrappings removed down to the original burlap next to the earth ball.

HOW CLOSE DO THE MALE HOLLIES HAVE TO BE TO THE FEMALE HOLLIES?

If there are lots of Hollies in the neighborhood, you probably need to buy only female trees. The bees that visit your female Hollies very likely will have visited a neighbor's male tree somewhere along the line.

If in doubt that the bees will supply pollen from a distance or if present berry crops seem light, why not make this test . . . Watch for the flowers at blossom time in spring. Select any branch at random and count the blossoms on it. Tag it and mark the number of blossoms on the tag. At least four out of five blossoms counted should turn to a berry. If a disappointing number of berries are obtained, buy a male or move a present male closer to your female tree.

If you are the first one to buy Hollies in your neighborhood, you must buy both male and female trees and should plant them within a few dozen feet of each other. For the same bees that visit your female tree must also visit your male tree else you will not have berries. If your male and female trees are planted quite near each other, the bees can hardly miss them. Do not plant so close that the Hollies will be crowded together when they become larger. Slow growing varieties should not be planted closer than six feet apart. Fast growing varieties should not be planted closer than twelve feet apart.

SOME NURSERIES SELL ONLY FEMALE HOLLIES. WHY?

These nurseries usually claim that male Hollies are unnecessary or that Hollies (particularly theirs) are bisexual like most other trees. These nurserymen are wrong as botanical literature and common-sense personal observation at blossom time will prove.

How do they get this idea? The usual cause is that these nurseries have large male Hollies on their grounds or in the woodlands nearby. Large male Hollies flower so profusely that they provide ample pollen for hundreds of little female trees in the nursery field rows.

Each year finds a larger number of puzzled homeowners who have purchased female Hollies only. They wonder why they do not have berries because their nurseryman did. The obvious answer is that most folks do not live near woodlands where Hollies are wild . . . do not live near male Hollies . . . and must buy a male in order to have berries on their females.

Private individuals and Garden Clubs will do their communities a service by seeing that all nurseries that sell female Hollies also sell male Hollies. One male Holly will pollenate five or more female Hollies of equal size. But as the average national Holly purchase is one male and two females, it would seem that every nursery should stock Hollies in about that proportion.

—: *More Holly Information on the Back Cover* :—

HOW OLD DO HOLLIES HAVE TO BE TO BEAR BERRIES?

Varieties of Holly (raised from rooted cuttings) are apparently sexually as old as the parent tree from which the slip was taken. They do not have to "grow up" before berrying and can berry at most any size from a few inches on up. Each variety description contains information as to the steadiness of berrying. This applies to specimens at least four to six feet of bushy height. Smaller sizes of these varieties will berry less predictably but will berry often enough to please most everyone. Please then do not be afraid to buy small Hollies for fear of not having berries. When buying potted Hollies one of the best ways is to buy a half dozen or so. Then the odds are such that surely one or two of them should berry each year no matter how small they are.

Hollies raised from seed (berry), on the other hand, have to "grow up" before they can blossom or berry at all. Some wild seedling Hollies are as tall as the house before they berry the first time. Thus by all means avoid the purchase of seedlings or unnamed Hollies due to the sex and berry problem.

HOLLIES ARE EASY TO PRUNE

Healthy Hollies need pruning for about the same reason that we trim fingernails or hair. The tree will look neater if trimmed yearly. This fact is ideally adapted to the desire of most Holly owners to cut Christmas greens from their trees. Pruning should be done only in the late fall, winter and early spring months. Limbs should be cut clean with pruners or saw. Never break limbs for breaks cause large scars that sap the energy of the tree.

Do not be afraid to prune Hollies. Pruning improves the next year's appearance in most all cases. Hollies are amazingly versatile and may be cut to the ground without serious injury, for they will sprout again as a bushy tree. Thus Hollies that have become too large may be severely pruned back to a mere skeleton framework of trunk and limb stubs. Such Hollies will clothe themselves with new foliage and become bushy trees in a few years. Loose scraggly Hollies may be cut back a foot or two all over and will sprout in many places the following year to become more dense and attractive. Hollies may be pruned at any point upon the twig or limb thus are indeed "easy to prune."

INVITATION

We trust that you have enjoyed these pages and cordially invite you to visit our Holly Farm, to correspond with us, to buy our trees and supplies, for it is thru your patronage that this type of educational advertising is made possible.

Earle Dilatush's Holly Farm

U. S. HIGHWAY 130

1½ Miles South of ROBBINSVILLE, N. J.